



Recharge Your Marketing Tools

Happy Micheau

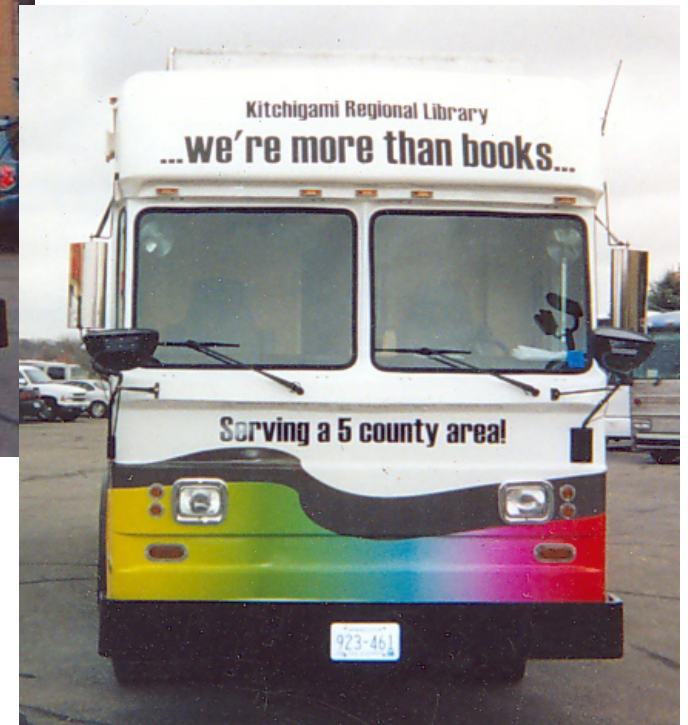
Program Assistant

Giziibii RC&D Association

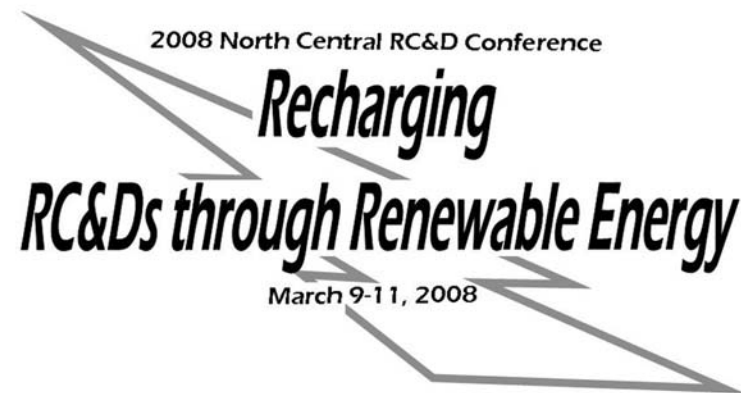
Who is Happy?

- Program Assistant at Giziibii RC&D Association in Bemidji, Minnesota
- Graduated from Bemidji State University in 1997 with a Bachelor of Science in Art Education with Emphasis in Graphic Design, Jewelry Making and Sculpture
- Prior to working at Giziibii RC&D I worked at the local library system and was responsible for doing the layout of flyers, brochures, bookmarks and served on the design committees for two mobile library logos and bus wrap.

Mobile Library Bus Wrap Design



Recent Graphic Designs



What is marketing?

- The activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure. The four 'Ps' of marketing are product, place, price and promotion.
- marketing. (n.d.). *Investopedia.com*. Retrieved February 27, 2008, from Dictionary.com website: <http://dictionary.reference.com/browse/marketing>

What is the goal of marketing?

The goal of marketing is to match a company's products and services to the people who need and want them, thereby ensuring success.



Lets get back to the basics.

- Marketing is a two fold process. It involves
 - your company, agency
 - and....
 - your audience, customer, consumer

Identify

- Your company or agency:

Spend some time deciding what type of business you are and what type of image you want for your company.

Vision Statement

- Describes what the company wants to achieve overall. This is part of their identity.

Mission Statement

- Is an action statement that tells how they hope to obtain their vision statement.
- This statement will be used to guide the company throughout their course of business.

Image

- [*Dictionary.com Unabridged \(v 1.1\)*](#) - **8.** the general or public perception of a company, public figure, etc., esp. as achieved by careful calculation aimed at creating widespread goodwill.

Your customer:

Spend some time to determine who is your targeted audience.

Be sure to consider both the broad and the specific.

Example: You may want to appeal to all women and men but you specifically want to appeal to single middle aged women or men.

Now that you have identified your target audience. You need to make your target audience aware of how your product is relevant and of interest to them. This is done using Marketing Tools.

Marketing tools

Brochures

Flyers

Posters

Logos

Presentations

Press Releases

Radio ads and much, much
more

Involve the senses ...

- The more senses you involve on behalf of the targeted audience the more successful your marketing will be.

Example: A combination of a radio announcement and a flyer will be more successful than either one alone.

Not all promotion is expensive

.....take advantage of non-profit announcements on radio and TV stations. These are usually at reduced or no charge for nonprofits.

.....there is no charge for press releases.

.....create and print your own brochure

.....create your brochure and have it printed by a professional

This keeps the name of your organization in the public eye and ear.

Creating promotional materials:

Logo: Consider its intended uses.

1. Is it going to be used in various sizes such as on letterhead, envelopes, brochures and poster?

If you design a logo with a lot of detail. That detail will be lost as the logo is resized. If so, you must use software that will allow the size to be adjusted without losing the detail or definition of the logo.

2. Often times there is a logo created for short term use such as the logo that was created for the tote bags. It won't be used next year or continue to be used throughout the year. It will not be used in different sizes or colors, etc.

Creating printed material...

- Answer these questions: Who? When? Where? What? Why?

Remember:

“If information is left out, the promotion must somehow entice the recipient to be curious enough to take action, make a phone call, stop by and ask a question.”

Brochures....

...should read like a book.

Just like the cover on the book the cover on the brochure is what will entice the public to read on.


Once inside the public should be able to answer: Who? What? Where? Why? How?

...can be set up using a template.

“This is a good idea for a series of brochures on a similar subject – such as beginning, intermediate and advanced classes. Or, for the same event happening at different locations, etc.”

Sample of template of brochure.

Presenters from the *(list of presenters)* will be discussing wildlife habitat and forest management strategies for private forest landowners.




(SWCD) is an equal Opportunity Provider and Employer.

Workshop Sponsors:


Northwest Minnesota Foundation
Blandin Foundation
Norbord Corporation
Potlatch Corporation
Cass Forest Products
Bemidji Area Forest Advisory Council
Gizibii Resource Conservation & Development Association

(Return Address)

**Forest Management
For
Wildlife**




*(Date
Time
Location)*



(Dollar Amount) Charge
Space is limited
Pre-Registration is suggested by
Calling *(Phone Number)* or
Email *(email contact address)*


**Forest Management
for
Wildlife Workshop**

This workshop is planned to assist private forest landowners in reaching their wildlife and forest management goals. The workshop will provide information about wildlife species, tax incentives and cost share programs, and forest management plans.



Topics to be covered: *(workshop specific)*

- Basic goals and objectives of wildlife habitat and forest management
- Species-specific management strategies
- Plant selection
- Cost share opportunities
- Value of a forest management




Workshop Agenda


(Time) Registration, Coffee, Cookies & Visit Exhibits, Door Prizes.
(Time) Welcome
(Time) Presenters

(Continue Agenda)

**Forest Management
for
Wildlife Workshop**



*(Date
Time
Location)*



Workshop Sponsors:

(List Sponsors)

(Dollar Amount) Charge
Space is limited
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Calling *(Phone Number)* or
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Flyers, posters....

...are similar and repeat brochure information in a slightly different format.

Often times the flyer doesn't need to include all the information. It gives the necessary information and tells the customer where to locate more specific information. Flyers and posters can be the same general theme as the brochure for easy identification.

Design Elements



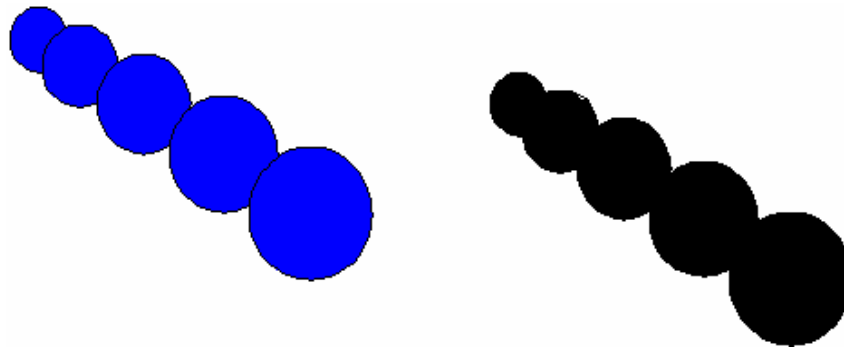
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elements of design

dot, line, light, color, balance

DOT

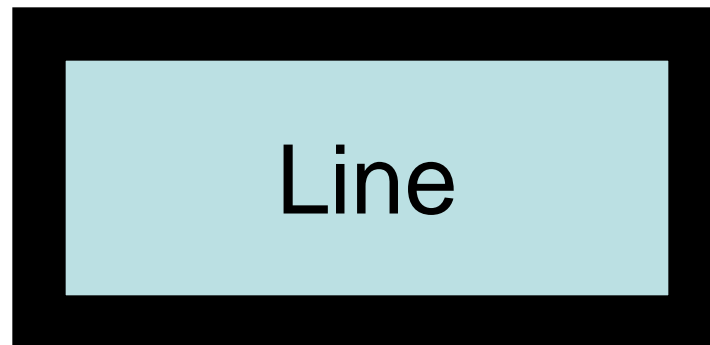
- The dot is the basic image.
- Other images are made up of dots or the lack thereof.
- They can be used to emphasize a point.



LINE

- It can be bold or fine.
- Line can also be used for emphasis.

“The bolder the line the more emphasis is applied by the eye. If the line is bolder than the item it is being used to emphasize, the line is emphasized and the item becomes secondary.”

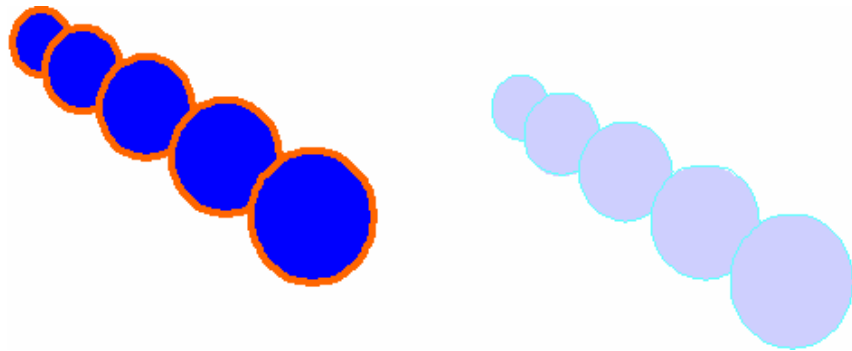


LIGHT

- Light is used to give space.
- White space is part of the light. It separates thoughts, ideas and information.
- It gives rhythm to reading such as double space between paragraphs.

COLOR...

- The eye is attracted by color.
- Color schemes can be loud and attention getting or they can be subdued and pleasant.
- You need to decide on the tone of what you are creating and choose a color that will match.



BALANCE...

- Directs the eye.

If you center everything in the middle of the page or brochure, then the eye will follow down the middle.

If you want to pull the eye from right to left, then you need to either **through the use of color**, line or light (white space)

direct the eye from right to left. _____

Designing tips....

- People only read about 4" at a time.
- White space is a good thing.
- The bottom of the graphic margin should be slightly larger than the top.
- The eye will become confused when text does not follow a straight line or a pattern.
- It is easier to read lower and upper case print.

- Put it off to the side or at an angle.

“if you want to stress something or bring something to the attention of the viewer.”

- When you see a design that you like come in the mail, or in a book copy it and put it in a folder for future use.
- Some colors such as yellow and light greens do not photocopy well especially when you are doing a black and white photocopy of a colored item.



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